**PHILIP MORRIS USA** INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** David Beran **DATE:** January 7, 1992

**FROM:** Karen Miller

**SUBJECT:** MARKETING PERCEPTIONS $33,200

PROJECT:
Attached for your approval is a Letter of Agreement between Marketing Perceptions and Philip Morris to conduct 60 one-on-one in-depth interviews on advertising concepts for project submarine.

BUDGET:
The cost of conducting this research is $33,200 ± 10% and is covered by the 1992 Consumer Research budget

COMPETITIVE BID:
Marketing Perceptions was selected as the supplier for this project due to their expertise in conducting in-depth interviews.

Karen Miller _____ David Davies _____

David Beran _____

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Source: https://www.industrydocuments.ucsf.edu/docs/qxmj0004